DATA+DESIGN

A DESIGN THINKING APPROACH
TO DRIVING VALUE OUT OF DATA

accenture

High performance. Delivered.

"NINE OUT OF TEN COMPANIES ARE INVESTING IN BIG DATA YET THE RETURN ON THAT INVESTMENT REMAINS ELUSIVE"

Personalization is expected

Consumers, and increasingly business users, are demanding more contextualized, personalized services, but brands are challenged to deliver them.

Context is key

While machine learning and data science bring sophisticated models to the table, a design thinking approach to uncover the contexts of use may both drive value out of data and bring the right contextualized services to people in life and at work.

SHIFT FOCUS FROM DATA AND ANALYSIS

SHIFT FOCUS FROM DATA AND ANALYSIS

TO CONVERTING INSIGHTS INTO ACTIONS AND EXPERIENCES

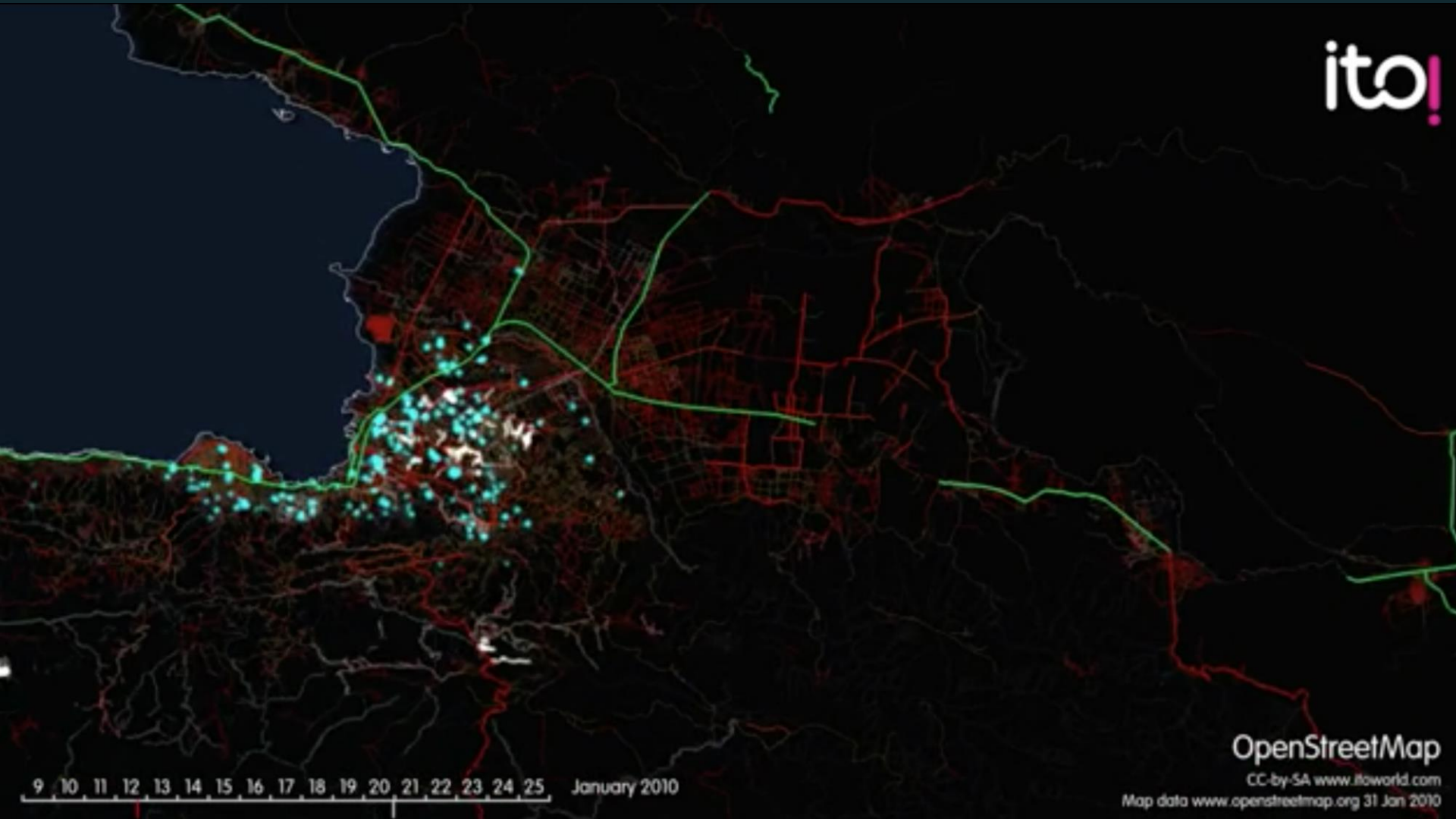# DATA IS THE DIGITAL INFRASTRUCTURE OF MODERN BUSINESS

HAITI 2010

2010 Haiti earthquake

Date	12 January 2010
Origin time	16:53 (UTC-05:00)
Magnitude	7.0 M_w
Depth	13 km (8.1 mi)
Epicenter	18°27′25″N 72°31′59″W
Areas affected	Haiti, Dominican Republic
Max. intensity	MM X[1] (Extreme)
Peak acceleration	0.5 g[2]
Tsunami	Yes (localized)[3]
Casualties	100,000 to 316,000 deaths (the higher figure is from a government estimate widely charged with being deliberately inflated;[4] a figure of about 160,000 is provided in a 2010 University of Michigan study;[5] the 100,000 figure is suggested by the U.S. Geological Survey.)[6]

9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25   January 2010

OpenStreetMap

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OpenStreetMap

9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 January 2010

haiti   Go

Search Results

Results from OpenStreetMap Nominatim

Administrative Boundary Haiti, 4ème Savane à Roche, Commune Petite Rivière de l'Artibonite, Arrondissement de Dessalines, Artibonite Department, Haiti

Country Haiti

Hamlet Haiti, Esmeralda, Camagüey, Cuba

Locality Haiti, Casanare, Colombia

Town Haití, Santa Cruz del Sur, Camagüey, Cuba

Residential Road Haiti, Urbanizacion Altos De Fronterra, Villa Esperanza, Santo Domingo, Dominican Republic

Residential Road Haiti, GSIS Housing Project, Concepcion Uno, Marikina, Metro Manila, 1119, Philippines

Residential Road Haiti, Parang, Marikina, Metro Manila, 1119, Philippines

Residential Road Haiti, Alto Gorriti, San Salvador de Jujuy, Municipio de San Salvador de Jujuy, Departamento Doctor Manuel Belgrano, JJY, 4600, Argentina
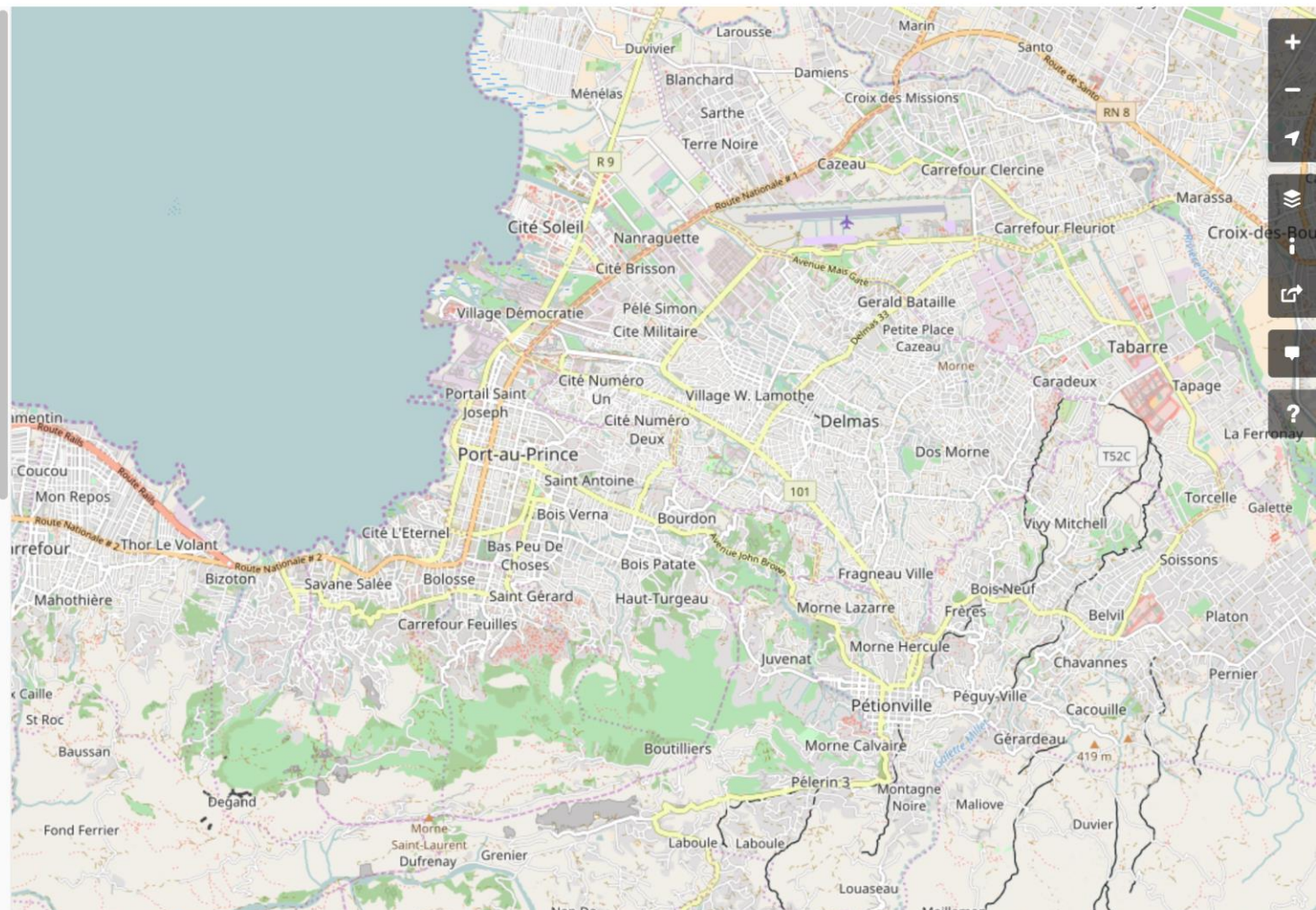
"New data sources are available at low cost and can and should be immediately integrated into the recovery and development process in Haiti, as well as many other countries. **But the availability of open data alone doesn't ensure adoption and awareness for all user communities.**"

Patrick Meier (Author of Digital Humanitarians)

"Every Texan should have greater opportunity for economic advancement. With our low costs of living and high quality of life, Texas remains the best place to raise a family and build a business."

Governor Greg Abbott

CURRENT STATE

TDLR uses the Open Data Portal

Data is siloed

Other agencies provide their data on their own sites (or to open data portal)

Data dumps – not considering design

Current focus

    Reducing Open Records

    Performance Measures

Texas.gov Open Data Portal – Texas Department of Licensing and Regulation Data

Texas Workforce Commission Labor Market Data

Employment Outlook

National Industry Employment Patterns

Industry	% of Electricians employed	Growth Rate
Building equipment contractors	64.3	1.75

Labor Market Information

2015 Statewide average hourly wage	$21.96
2015 National average hourly wage	$26.73
2014 National employment	628,800
2014 Texas employment	57,310
Texas projected employment by 2024	73,240
Texas projected annual employment and Turnover openings through 2024	2,470

Zoe

Veteran – TDLR's Veteran's Outreach

Electrician

Long Term Goals
 Stay in Texas
 High-growth for electrician
 Creature comforts – AC, amenities, shopping
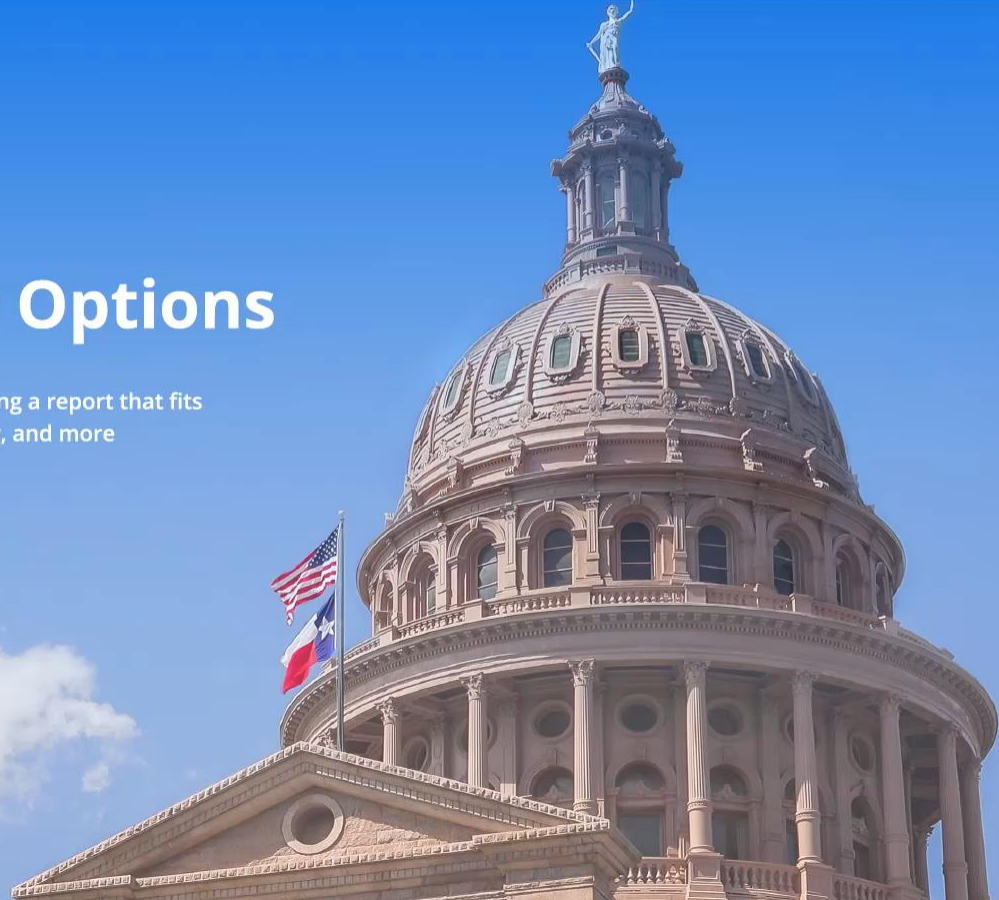 Affordable housing

Welcome, Zoe!

Explore Your Options

Customize your search results by building a report that fits your needs from lifestyle, career, family, and more

BUILD A REPORT

DATA + DESIGN APPROACH

DATA SCIENTIST APPROACH

SERVICE DESIGNER APPROACH

DATA

MODELS

EXPERIENCE

USER

DATA + DESIGN

We bring together Data Science and Service Design expertise in an
integrated approach that iteratively delivers the right data insights and data-enabled services to drive
ROI out of data and deliver delightful outcomes for users.

DATA VALUE CHAIN

Issues	Data	Analytics	Insights	Actions	Outcomes
Shrinking market share					Expanding market share
Pricing pressures					Enhanced cost and cash advantage
Customer defection					Customer loyalty
Fragmentation and complexity					Speed-to-insights
Inefficient operations					Operational excellence
Aged platforms and systems					Leading edge platforms and systems
Employee engagement					Winning the war for talent
Fraud & non-compliance					Reduced risk and fraud
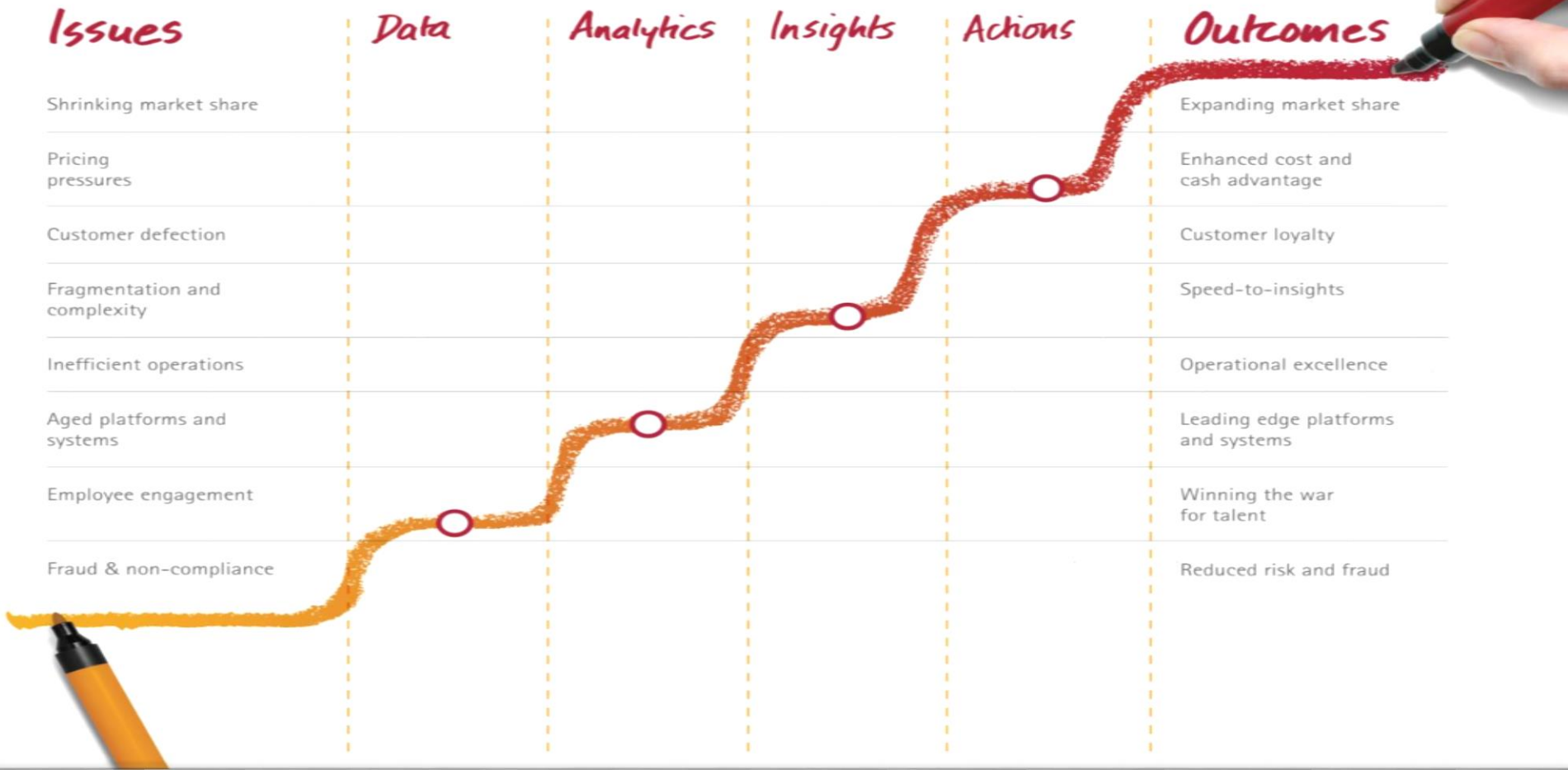
The Power of Data

🦖 Agency Data

🦖 Blended Data (other agencies, sources)

🦖 Constituent/Citizen Engagement

Collaborate, Collaborate, Collaborate

The Innovation Challenge

- Government/Organizations ➡ Citizen Services

- Create New Services ➡ Create Additional Value

- Review Agency or Organization Mission Statement

- Identify Data and Align to Mission

- Further Your Agency Mission!

Data

2017 Texas Government Data Forum

Thursday, June 22nd   Austin, Texas

Hosted by the
Texas Department of Information Resources

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